bigbasket

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## Introduction

- This project aims to achieve the following objectives:

- To create a  website structure for bigbasket

- To pick up one blog page & its topic, one product page, one product category page
.
- To create the content structure for this 3 page To do detailed keyword research for each page

- To list down all the important On-page elements of the 3 pages

- To do a competitive analysis and tell us the top pages, to

- p ranking keywords for the brand.

- Write a 300-word paragraph on the blog topic that you've picked up by using keywords
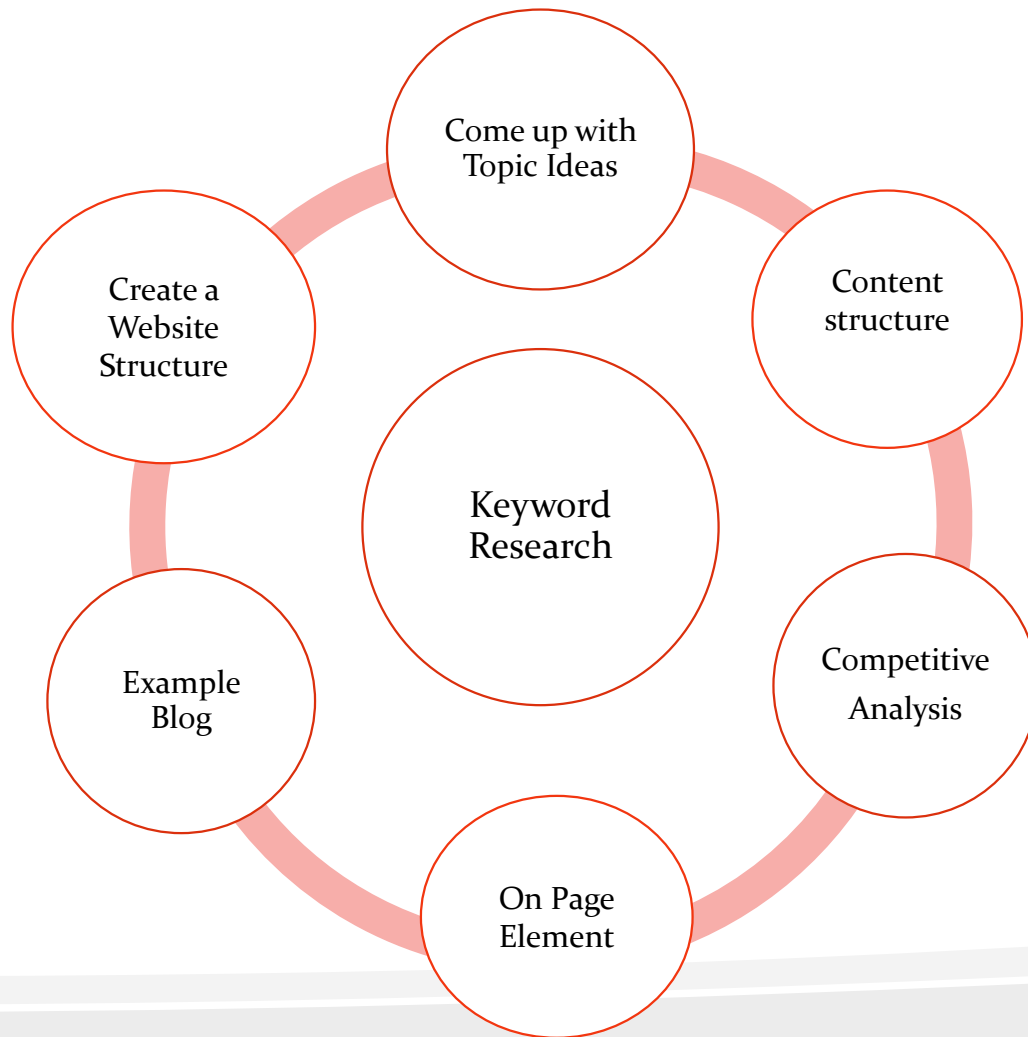
# Problem Statement

Consumers in India face significant challenges in accessing a consistent, reliable, and convenient grocery shopping experience due to issues such as lack of time, limited access to quality products in local markets, unpredictable delivery schedules, and fluctuating product availability. Additionally, customers demand competitive pricing, ease of ordering, and sustainability in their shopping choices.
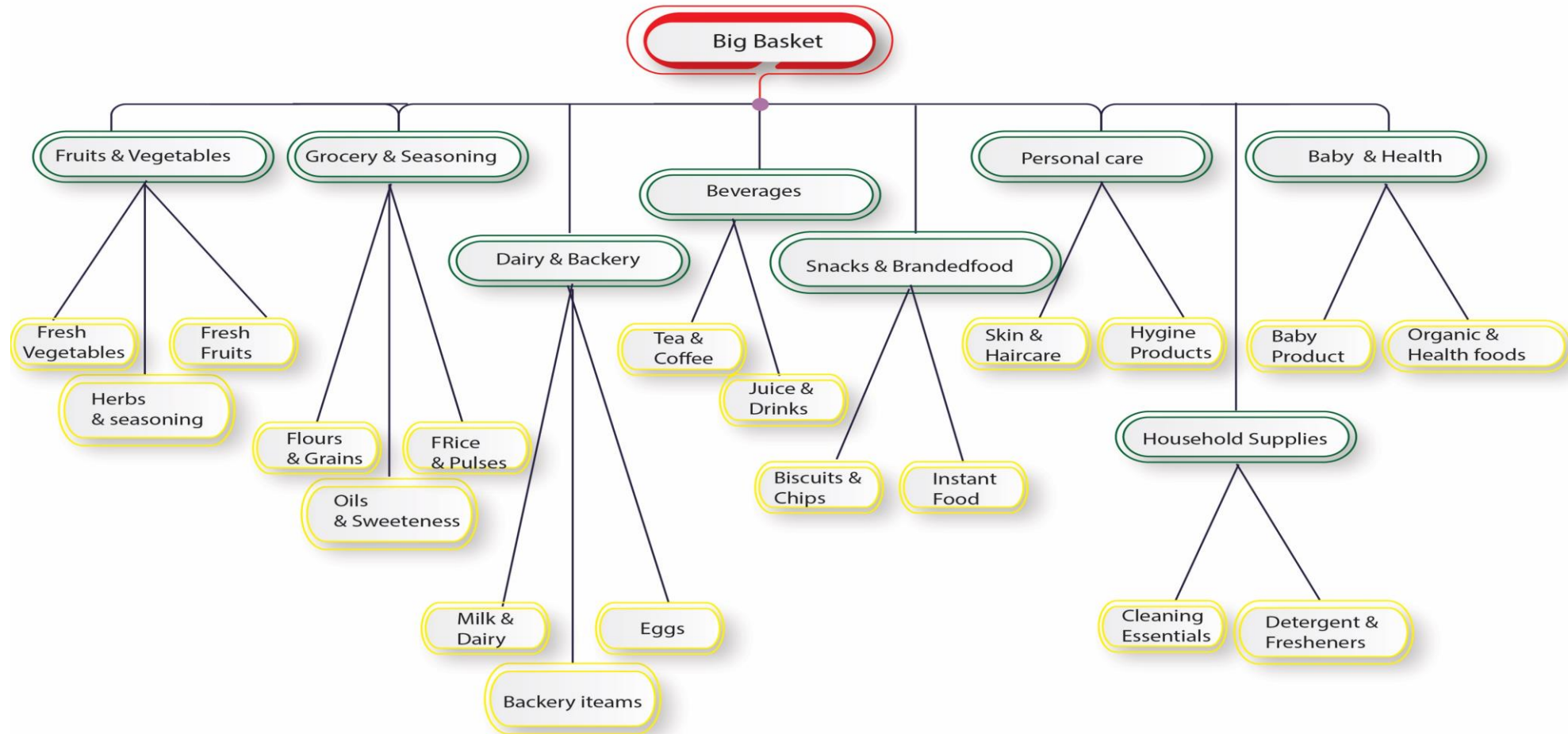
bigBasket aims to address these challenges by leveraging advanced technology, a robust supply chain, and Tata's expertise to revolutionize the online grocery shopping experience, ensuring convenience, quality, and affordability for every customer.

# Objectives

Come up with Topic Ideas

Content structure

Create a Website Structure

Keyword Research

Competitive Analysis

Example Blog

On Page Element

# Website Structure

# TOPIC IDEAS

## BLOG TOPICS
- Online Grocery Shopping
- Why Online Grocery Shopping is the Future
- Fusion Recipes with bigbasket Ingredients

## PRODUCT PAGE
- Fruits & Vegetables
- Foodgrains, Oil & Masala
- Bakery, Cakes & Dairy
- Beverages
- Snacks & Branded Foods
- Meat, Fish & Eggs
- Organic & Healthy
- Cleaning & Household
- Beauty & Hygiene
- Baby Care
- Gourmet & World Foods
- Household Essentials
- Pet Care
- Health & Wellness
- Stationery & Office Supplies
- Offers & Deals

- Fresh Vegetables
- Fresh Fruits
- Organic Fruits & Vegetables
- Exotic Fruits & Veggies
- Cuts, Sprouts & Ready-to-Cook

- Rice & Rice Products
- Wheat & Other Flours
- Pulses & Lentils
- Edible Oils & Ghee
- Salt, Sugar & Jaggery
- Spices & Masalas
- Dry Fruits

- Bread & Buns
- Cookies & Rusk
- Cakes & Pastries
- Milk & Dairy Products
- Butter, Cheese & Paneer
- Eggs

- **Biscuits & Cookies**
- Chips & Namkeen
- Instant Noodles & Pasta
- Breakfast Cereals
- Pickles & Chutneys
- Chocolates & Candies
- Organic Staples
- Superfoods
- Gluten-Free Products

- Fresh Chicken
- Mutton & Lamb
- Fresh Fish
- Cold Cuts & Sausages
- Eggs
- Organic Beverages
- Cheese & Butter
- Sauces, Dips & Dressings
- Pasta, Soups & Instant Mixes

- **Tea & Coffee**
- Fruit Juices & Drinks
- Soft Drinks
- Health Drinks & Supplements
- Water & Ice Cubes
- Combos & Value Packs
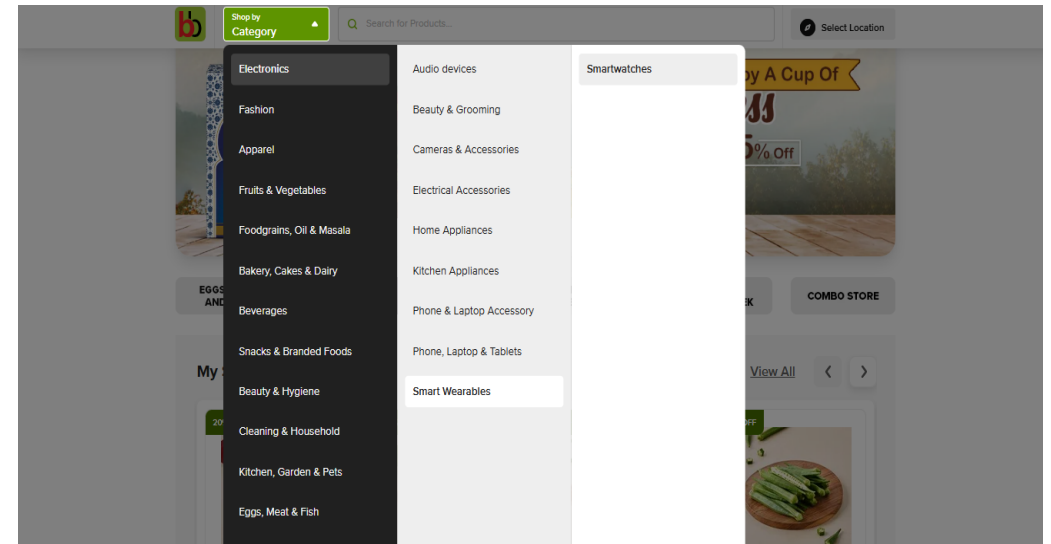- Buy More Save More Deals
- Festive Discounts

- Batteries & Electricals
- Garbage Bags
- Kitchenware & Serveware
- Party Supplies
- Pet Food
- Grooming & Accessories
- Notebooks & Diaries
- Pens & Markers
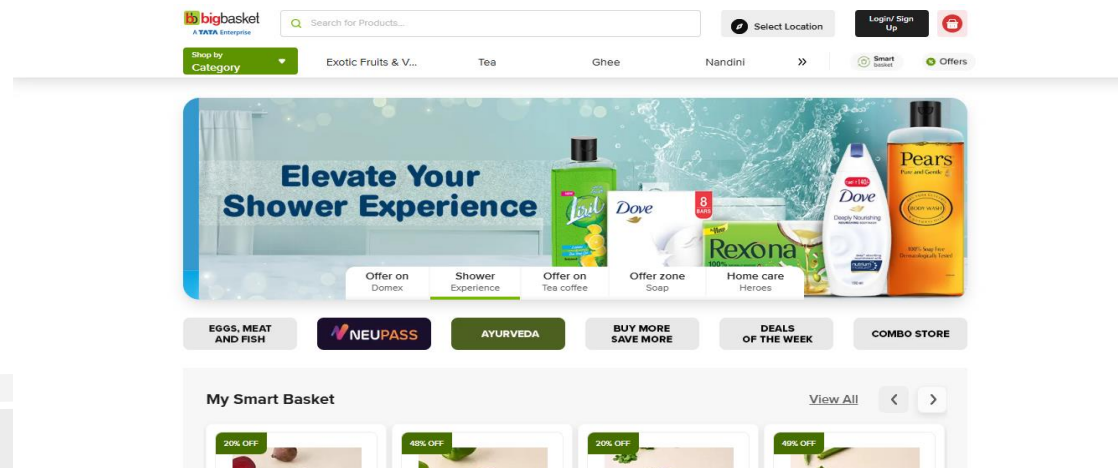- Cleaning Supplies for Office

# CONTENT STRUCTURE

## 1. Blog Page of bigbasket
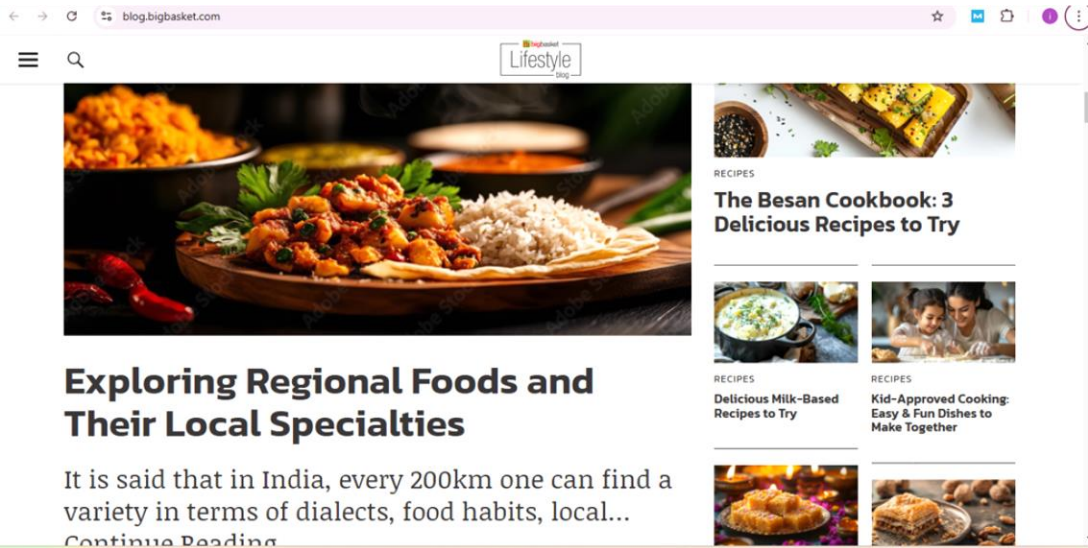


## 2. Product Category Page of bigbasket



## 3 Website page of bigbasket

## Major Competitors

**Blinkit**: Focus on quick delivery and app UX.
**Amazon Pantry:** Amazon's ecosystem and pricing strategies make it widely reachable.
**Flipkart Grocery:** Offers competitive pricing and integration with Flipkart's platform.
**JioMart:** Known for competitive pricing and leveraging Reliance's retail stores

# Keyword Research

| Primary Keyword | Position | Secondary Keyword | Position |
|---|---|---|---|
| Online grocery shopping | 1.2 | Buy groceries online | 1.2 |
| Grocery delivery service | 1.6 | Big Basket app | 1.1 |
| Fresh fruits and vegetables online | 1.3 | Quick grocery delivery | 1.7 |
| Big Basket offers | 1.2 | Big Basket coupon codes | 1.1 |
| Online supermarket | 1.2 | Fresh dairy products delivery | — |

# On-Page Element

Title — Use the title tag so that Google can specify the title

Meta description — A short page description appears under the title, ideal length of 155 – 160 characters

Content and Keywords — EAT Algorithm, using a good mix of primary, secondary, and tail keywords at right place in the content

High-quality Content — product & service information, FAQs and USP of the product & service, trust & crediting strong

Headers – H1,2,3,4,5,6 — Headings from H1 to H6.

Sitemap — CTA at the right places to make users' lives easy.

Robot.txt — added robot.txt file

Interlinking & Anchor text — Interlinking blogs & product pages to each other by using the right anchor text

URL structure — Should include proper keyword. Ideally, not be more than 60-90 character good hosting service, good site design theme, good content layout readable, very easy to navigate on mobile, mobile readiness , check using mobile friendly tool

Mobile responsiveness — Should be able to load quickly both on web and mobile. Ideal speed is under 2-3 seconds visibility points

RECIPES

# Christmas Cake Perfection: Tips You Need to Know

BY **BIGBASKET**

DECEMBER 17, 2024

💬 COMMENTS 0



New!

bb wellness

**Live** Well,
Feel **Good!**

Feel **Good!**

explore ❯

FARMER'S KITCHEN

TRADITIONAL MARATHI
**BHARLI VANGI**

It's Christmas and to make the holiday season just delightful and sweet, we compiled a few classic and modern recipes. Sourcing from the lands of desserts, France and England, we bring you the crème de la crème of them all. What more? We want it to be the best you've tasted; thus, we've included a few expert tips to make your baking journey a breeze. Let your tastebuds jingle with joy!

## On-Page Element for SEO Success

**Title Tags & Meta Descriptions**: Use keyword-rich, engaging text with CTAs.

**URL Structure:** Keep URLs clean and descriptive.

**Heading Tags:** Organize content with keyword-optimized H1, H2, and H3 tags.

**Content Optimization**: Create unique, keyword-rich product descriptions and blogs.

**Internal Linking:** Improve navigation and link equity with related pages.

**Image Optimization:** Use descriptive alt text and compressed images.

**Mobile Responsiveness:** Ensure a seamless mobile experience.

**Page Speed:** Optimize load times for better user experience.

**Schema Markup:** Use rich snippets for reviews, products, and FAQs.

**CTAs & User Reviews:** Highlight clear calls-to-action and customer feedback

## Conclusion

bigBasket stands out as one of India's premier online grocery platforms, revolutionizing the way people shop for their daily essentials. It offers an extensive range of products, including fresh fruits, vegetables, dairy, household items, and organic options, ensuring convenience and variety for its customers. With its seamless app and website interface, bigBasket makes shopping easy and accessible, complemented by flexible delivery options such as scheduled deliveries and express services.

A robust supply chain that prioritizes freshness and reliability reinforces bigBasket's commitment to quality and customer satisfaction. bigBasket also caters to price-conscious shoppers through competitive pricing, regular discounts, and subscription models. Additionally, its strategic partnerships with local suppliers and focus on Tier 2 and Tier 3 cities highlight its aim to serve a broader demographic.

As a pioneer in online grocery, bigBasket continues to innovate with quick delivery models and sustainable practices, cementing its position as a trusted choice for modern consumers seeking a hassle-free grocery shopping experience.